Next Gen Technical Architecture Advertising/Marketing/Commerce Performance

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Technical Architecture – Advertising/Marketing/Commerce Performance

Key	Description
A	Advertising Performance
M	Marketing Performance
C	Commerce Performance
LB	Load Balancer
SAL	Storage Access Layer
IIQ	Insights IQ
CDM	Customer Data Management
DEN	Decisioning
3PD	Third Party Data
AUTHN	Authentication
AUTHZ	Authorization

Note: Refer Key Descriptions in next slide

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